

# Personas, Problem Scenarios, and Propositions

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## Positioning Statement

For Second Tier Telecom Companies who need to improve their services offer with a entertainment portal, the MYOTT.tv is a white label OTT portal that provides access to entertainment such as movies, tv shows and related video content. Unlike Netflix, our product consists on a low cost OTT portal that provide features as, I - OTT content aggregator of the major OTT providers (HBO, TNT, FOX...) through metadata, II - EPG guide and program description to match the company cable offer, III - SVOD, IV - TVOD, V - Web, iOS and Android.

## 1. Personas

### 1.1. Brainstorm Personas

- Ana the Video Producer (Youtuber)
- André the High School Student
- Samantha the College Grad Student
- Janete the Housewife
- Mario the Mechanic

### 1.2. Detail a Persona

- Ana the Video Producer (Youtuber):

Ana is a Video Maker, she produces media content for the Youtube. Her channel is centered on Critical Reviews and Recommendations of Movies and TV Shows, she is graduated on Arts and has 7 years of experience as Youtuber.



Ana has a Youtube channel where post their videos, her channel has more than 1 million subscribers, 200 videos and five million views from around the world. On her profession one of the mandatory rules is that she always need to be well informed about the media content that is on the OTT platforms across the internet. She also needs to be able to watch this VOD content that is distributed across several platforms. Moreover, another of their wishes is the availability of an SVOD and TVOD libraries.

Ana is a XTelecom TV and Internet customer, that means XTelecom provides Cable TV and Internet do Ana, Ana works from home so she has only one account.

KeyWords	
Headline	XTelecom-Movies-Shows-Online-Entertainment-Cable TV
Desc. line 1	Are you a XTelecom customer?

Desc. line 2	We have all movies and shows online.
Display URL	myott.tv
Notes to Self	

<b>Thinks</b>	Ana would like to have access to all OTT content from all major providers in a single platform.
<b>Sees</b>	Ana sees that all OTT content is spread across several proprietary OTT media platforms; what make her job difficult.
<b>Feels</b>	She feels frustrated because even though all providers own their OTT platform, this content is spread across several platforms and is impossible for search for this content in a single platform.
<b>Does</b>	So she has to do every day search on all OTT platforms for updates on their inventory. Spending precious time on this task, what makes her job difficult and take longer to be completed.

## 2. Problem Scenario, Current Alternative and Value Propositions

Problem Scenario	Current Alternative	Value Proposition
Ana wants to be able to search by all major OTT platforms in single environment.	Currently she has to search in all platforms individually.	
Ana would like to not have to login on each OTT platform individually.	Currently she is obligated to login on each one OTT platform.	
Ana would like to find the TV Guide for all Bla Cable TV Channels in a single place.	Currently she has to access each channel on the TV or his respective web site to know which movie or TV show will be presented on each schedule on each Channel.	
Ana would like to have access to a SVOD library provided by her telecom as a bundle on the services that	Currently she has to pay externally for each SVOD platform available on the market.	

she already has.		
Ana would like to be able to purchase Pay Per View on the web to watch on her TV.	Currently she has to purchase by phone/sms.	
Ana would like to have access to a TVOD library, composed of the most recent movies/shows.	Currently she has access only by PPV on the TV.	



